

Georgetown Neighborhood Plan Part I

A Project of the
Georgetown Planning Committee

Sponsored by
Seattle Neighborhood Planning Office

Prepared by



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Georgetown Neighborhood Goals and Policies

Community Vision Statement

As Georgetown *plans its* future, we *will* work *to* maintain *what we always have been: a* strong, valuable manufacturing and industrial center that also includes *the* presence **of** an affordable, “in-city” residential community.

We will continue *to* maintain our high-wage manufacturing/distribution job base, and strengthen *the transportation* links that *make* Georgetown regionally and globally significant. We will also *preserve* and enhance *the* qualities and *services of* **OUT** vibrant, long-standing residential community.

We, the businesses, residents, and *property* owners of Georgetown, will work together and respect each other’s concerns *in* order to maintain this unique balance that defines our area.

As we prepare our plan, we will create opportunities *for existing businesses to grow, while* also promoting investment *in new*, “clean” industries. We *will look for* opportunities to *develop services and facilities that will enhance the quality of life of our* residents. To support the needs *of* our entire community, we will seek ways to attract small business and commercial *services that can serve* everyone who *lives, works, and visits* Georgetown.

Statements on Seattle Comprehensive Plan **M&I** Center and Neighborhood Anchor Designations

- The Georgetown Neighborhood Plan hereby reaffirms the designation of Georgetown’s industrial-zoned areas as part of the Greater Duwamish Manufacturing & Industrial Center.
- The Georgetown Neighborhood Plan hereby affirms the designation of a Georgetown Neighborhood Anchor to encompass the residential-zoned areas adjacent to the Georgetown Playfield and the 12-block area bounded by Ellis Avenue S to the east, Corson Avenue S to the west, Bailey Street to the north and East Marginal Way S to the south. It also includes the commercial-zoned property north of King County International Airport and west of Airport Way S.
- The Georgetown Neighborhood Plan recognizes the job growth targets of 10,000 net new jobs for the Greater Duwamish M&I Center, some of which will occur in Georgetown. The Neighborhood Plan also recognizes that no specific growth targets are in place for Georgetown’s residential neighborhood anchor. However, we acknowledge the figures (or lack thereof) in the Seattle Comprehensive Plan simply as targets, with market forces ultimately determining the total amount of employment and residential growth that will occur in Georgetown over the next twenty years.

"Seattle Design District" Plan Cornerstone

G1: A Seattle *Design District that capitalizes on the regional presence of the Seattle Design/Gift Centers and the related wholesale, retail, design, and manufacturing trades to foster economic development and physical* visibility of these industries.

Policy 1 Promote the economic vibrancy and physical presence of the Seattle Design/Gift Centers and the associated businesses to develop a design district.

Policy 2 Promote programs to market design- and gift-related trades.

"Georgetown Residential Neighborhood Anchor" Plan Cornerstone

G2: A residential *community that recognizes, preserves, enhances, and validates Georgetown's residential area as a viable place where people live, raise families, enjoy open spaces, and celebrate* its unique *historic character* and buildings.

Policy 3 Retain Georgetown's residentiallyzoned lands as a means of providing affordable homeownership opportunities. Complement these residential areas with community facilities for a wide mix of people.

Policy 4 Promote opportunities for the adaptive reuse of historic landmark structures and other significant buildings and seek linkages between historic preservation and economic revitalization.

Policy 5 Seek opportunities for creating recreational facilities that can serve both the local residential population and area employees.

Policy 6 Recognize Georgetown's historic character and buildings (e.g., old Rainier Brewery Buildings, Old City Hall, and the Georgetown Steam Plant) and the presence of the Seattle Design Center when developing amenities and programs so as to reinforce Georgetown's image as a quality place to live, work, raise a family, and/or own a business.

"Safer Georgetown" Plan Cornerstone

G3: A community that *is safe* and is perceived as safe for living, working, and doing business.

Policy 7 Make crime prevention programs and community policing available to help make Georgetown safe for residents, business owners, and employees.

- Policy 8 Strive to raise public safety awareness in the business community and increase interaction between business people and the Seattle Police Department.
- Policy 9 Seek ways to abate serious nuisance problems, target local crime hotspots, and develop strategies for training landlords to address tenant criminal activity.

“Promoting Industry and Family Wage Jobs” Plan Cornerstone

- G4: An *economically* strong and vital manufacturing and industrial center that places priority on job *creation*, business growth, and strategic ways for developing, *training*, and networking *the* local workforce with the local Georgetown employment base.
- Policy 10 Retain industrial-zoned land in Georgetown, while seeking out the potential to promote commercial and retail uses in commercial zones.
- Policy 11 Promote the growth, development, and retention of industries and commerce that have the opportunity to flourish in Georgetown.
- Policy 12 Balance the needs of water dependent uses and natural/environmental habitat goals for the Duwamish Waterway.
- Policy 13 Seek ways for developing, training, and connecting the local workforce with Georgetown employers.

“Code Enforcement and Permit Processing” Plan Cornerstone

- G5: A *community that receives responsible and efficient City* action in the abatement of illegal and *criminal uses*.
- Policy 14 Strive to deliver efficient, timely, and responsive code enforcement and permit processing as a means of promoting economic vibrancy and residential quality of life in Georgetown.

Economic Development

G6: A community *that* continues to support its businesses, promotes job growth, and receives the *necessary* public investment *in* infrastructure *to continue economic vibrancy*.

Policy 15 Work with the community to explore ways of marketing Georgetown's commercial zones for commercial use, to help preserve industrial zones for industrial use, and to help encourage development of desired shopping resources in the commercial zones.

Transportation Facilities

G7: An integrated transportation network that addresses *the freight mobility, highway access, and efficiency demands* of constituents; the *non-motorized and pedestrian facilities serving area* residents; and *the basic services of good roads, transit service, and efficient area-wide circulation*.

Policy 16 Strive to minimize traffic congestion of Georgetown such as the area around the 1st Avenue South Bridge, the Michigan/Bailey Streets corridor, the Lucile Street Corridor, and Corson Avenue S.

Policy 17 Work with other jurisdictions, such as King County and the City of Tukwila, to promote regional freight mobility for Georgetown and the Greater Duwamish.

Policy 18 Address traffic safety concerns for both pedestrians and vehicles in Georgetown through means that could include improvements to road and sidewalk conditions.

Policy 19 Promote opportunities for non-motorized facilities in Georgetown.

Policy 20 With Sound Transit, King County Metro Transit, and the residential/business community, explore ways to provide convenient and efficient transit mobility throughout Georgetown.

The Environment

G8: A community *aware of and sensitive to environmental quality with a recognition and respect for the vital natural environment and ecosystems, such as the Duwamish River, that survive in Georgetown in the presence of commerce and industry; and reduces environmental hazards that threaten the health, safety, and general welfare of Georgetown's residents and employees.*

- Policy 21 Strive to raise overall awareness of environmental quality issues such as air, soil, and groundwater pollution among Georgetown residents, employees, business owners, and property owners.
- Policy 22 Work with other jurisdictions to protect the environmental quality of the Duwamish Watershed.
- Policy 23 Seek ways to monitor and integrate King County International Airport in the Georgetown community, both economically and environmentally, and find opportunities to mitigate the impacts of the airport.